

IMPLEMENTATION GUIDE

The Forsyth County Cancer Screening Project (FoCaS)

*Using a Research-tested Intervention Program (RTIP) to develop
a process model for program delivery in the practice setting*

Note: Refer to “Using What Works: Adapting Evidence Based Programs to Fit Your Needs” and the handouts in Modules 4 and 5 to modify and evaluate this program to meet the needs of your organization and audience.

“Using What Works” is available online at
http://cancercontrol.cancer.gov/use_what_works/start.htm.

To receive training on “Using What Works”, contact the NCI Cancer Information Service and speak to a Partnership Program Representative in your area. This information is available online at <http://cancercontrolplanet.cancer.gov/partners/index.jsp?cctopic=C>.

I. Program Administration (Type of Staffing and Functions Needed)

Program Manager

- Provides day-to-day operation
- Recruits and supervises staff
- Controls budgets, deadlines, supplies
- Conducts quality control/process evaluation
- Develop and maintain relationships with community groups and sites to conduct the outreach education programs
- Develop and maintain relationships with clinic sites to conduct the in-reach educational program as needed

Community Advisory Board (CAB)

- A small group of women who live in the community or represent organizations that serve the residents of the community where the program will be implemented
- Provides input into planning and implementing program activities and events according to the needs and interest of the community
- Works with Program Manager and Program Coordinator to recruit Lay Health Educators
- Works with Program Manager to develop strategies to recruit and retain participants

Program Coordinator (*Recommended: A, nurse, health educator or other health care professional*)

- Answers health questions
- Works with CAB and Program Manager to recruit Lay Health Educators

- Trains Lay Health Educators
- Works with Lay Health Educators to develop and deliver the outreach education program and outreach one-on-one sessions
- Implements the clinic in-reach program (as needed)

Lay Health Educator(s)

- Works with Program Coordinator to develop and maintain informational centers
- Works with Program Coordinator to develop and deliver the outreach education program and outreach one-on-one sessions
- Answers health questions

II. Program Delivery

For additional information, refer to “Using What Works” Handout #2: Adaptation Guidelines and Handout #6: Case Study Application for modifying program materials.

A. Program Materials (All listed materials can be viewed and/or downloaded from the Products Page):

- **Implementation Guide**
- **FoCaS Outreach Plan:** An overview of the cancer screening project.
- **In-reach Flyers:** Examples of in-reach flyers used.
- **Church Program Materials:** Examples of materials used in a church setting.
- **Class and Community Brochures:** Examples of brochures for use in the community.
- **FoCaS Community Education Intervention Class Schedule:** Example of class schedules for the intervention program.
- **Monthly Class Announcement Flyers:** Examples of class announcement flyers.
- **FoCaS Outreach Plan of Action:** Planning tool for the cancer screening project.
- **Newsletter:** Sample newsletter for the program.
- **Class Outlines:** Examples of class outlines.
- **Birthday Card:** Example of birthday card used in the program.

B. Program Implementation:

The steps used to implement this program are as follows:

Step 1: Recruit program participants. See the **FoCaS Outreach Plan** and **FoCaS Outreach Plan of Action**. Examples of program advertisements used in the media campaign are: **In-reach Flyers**, **Church Program Materials**, and **Monthly Class Announcement Flyers**.

Step 2: Set-up informational centers. Recommended locations are doctors' offices, beauty shops, grocery stores, beauty supply shops and banks. See **FoCaS Outreach Plan**.

Step 3: Conduct the outreach education sessions and outreach one-on-one sessions. Examples of two outreach education sessions are "Breast Self Exam" and "Spirituality: The Power of Power". See **Class Outlines** for lesson plans. For additional resources, see **FoCas Community Education Intervention Class Schedule**, **FoCaS Outreach Plan**, **Class and Community Brochures**, **Church Program Materials**, **Newsletter** and **Birthday Card**. At first session, collect information regarding breast and cervical cancer screening practices and related knowledge and attitudes. See the Suggested Questions for Validation section in the **FoCaS Outreach Plan of Action**.

Step 4: Conduct the clinic in-reach program (as needed). See **In-reach Flyers** and the methods sections of the reference articles.

Step 5: At the end of the program, hold the "Women's Fest" event, an annual, large-scale health/community event. See the Community Event section in the **FoCaS Outreach Plan**.

III. Program Evaluation

For additional information on planning and adapting an evaluation, refer to "Using What Works" Handouts #2-8.

For further assistance in designing and conducting an evaluation, go to the Cancer Control P.L.A.N.E.T. Web site and see Step 2: Identify potential partners to find a research partner in your area. This information is available online at <http://cancercontrolplanet.cancer.gov/partners/researcher.jsp?cctopic=0>.